

# PROCEEDING

## **Tadulako** **International Seminar** Palu, 5 December 2016

**Economics Beyond Borders :  
Transforming Society in The Global Framework**



**THE GRADUATE SCHOOL OF TADULAKO UNIVERSIRTY**

**PROCEEDINGS**  
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**Economics Beyond Borders:  
Transforming Society in The Global Framework.**

**Chairperson**

Harnida W. Adda

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**EFFECTIVENESS OF MARKETING STRATEGY ON THE  
IMPLEMENTATION OF THE THEORY STP (SEGMENTATION,  
TARGETING, POSITIONING) SILVER CRAFT IN BUSINESS IN MAKASSAR**

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**ABSTRACT**

*This article aims to determine the increase in sales volume through the application of the theory of STP (segmentation, targeting, positioning), which resulted in increased revenue silversmith in Makassar. STP theory as a basis for targeting the target market (Market Targeting) which resulted in increased sales volumes. Effectiveness is determined by the marketing strategy of marketing concepts and theories used. The study was conducted in the District Borong Mangala village which is the center of the silver industry in the city of Makassar. The sample in this study is a traditional silversmith by 63 artisans. This research is a quantitative research using statistical analysis. This study found that the increase in sales volume can occur when a silversmith in Makassar understand and implement effective marketing strategies through the application of the theory of STP.*

**Keywords:** Marketing Strategy, Theory STP (segmentation, targeting, positioning)

**Introduction**

Some of the past year, silver jewelry increasingly lively and much in demand by the public. The price is relatively cheap and the variety of models is the main attraction for consumers of jewelry. No wonder when the silver craft businesses began to mushroom. The high price of gold and the economic conditions of society make efforts silver is increasingly in demand by producers of precious metals. Silver jewelry more popular not just because it's cheap, but also because it can be sold back to the store or trade. This is different from other jewelry made of copper, plastic, rocks, or Monel which can not be resold.

Model diverse jewelry adds to the appeal of this white gilt jewelry. Complete any kind of jewelry: rings, necklaces, earrings, pendants, anklets, bracelets, brooches up. According to the silversmith, silver jewelry models elderly white gold jewelry is

more diverse than gold jewelry. The movement of the designs even more quickly follow the development model of jewelry.

Silversmith centers located in Manggala District and Borong village. In this area the majority of communities depend for their livelihood on the business of making silver, and along the streets and alleys in the District Manggala lined with merchants or stores of sterling silver jewelry that offers a variety of accessories and silver jewelry typical of South Sulawesi. They sell a variety of jewelry, such as earrings, rings, bracelets, necklaces, pendants, and brooches, as well as various souvenirs from South Sulawesi of materials such as silver phinisi boats miniature, house Toraja miniature, a dagger, and various other crafts.

There are several reasons why the business of silver increasingly in demand by businesses micro, small and medium enterprises. First, do not require a lot of capital. To buy raw materials was easier and cheaper than gold jewelry. Second, silver jewelry much sought after. Especially for consumers who have little budget. For the style they do not require a lot of capital. So prefer to buy silver jewelry. Third, silver is easily formed into various shapes. Even you can create a certain texture in silver. Unlike gold material that is a little difficult to set up.

### **Theoretical framework**

The business world is dynamic and always changing. Therefore, the marketing strategy has a very important role for the success of the company in general and in the field of marketing in particular. Besides, the marketing strategy to be applied shall be reviewed and developed in line with market developments and the market environment. Thus the marketing strategy should be able to provide a clear and focused on what the company in using every opportunity on several target markets.

A company, both engaged in manufacturing and services in deciding to operate in a broad market both the consumer market, industry, small traders, or the government will know that they will not be able to serve all types of customers, as the market consists of many buyers, and the buyer will have the desire, resources, location, buying attitudes, and their buying patterns.

### **Strategy STP (Segmentation, Targeting and Positioning)**

Modern marketing strategy can be described as a marketing STP is segmenting (segmentation), targeting (market targeting) and positioning (market positioning). STP strategy is basically used to position a brand in the minds of consumers in a way that the brand has a sustainable competitive advantage.

#### **Segmentation**

Market segmentation is dividing the market into a buyer needs, characteristics or behavior is different and may require separate products or marketing mix. Market segmentation help enterprises to create a product that is specific and meets the needs of its target market, so the usefulness of market segmentation to design marketing strategies.

Effective market segmentation must meet the following requirements: 1) Can be measured (measureability), 2) can be achieved (accessibility), 3) Means (substantially), and 4) Eligible (feasibility).

#### **Targeting**

Targeting or specify the target market is the advanced stage of the segmentation analysis. Before determining which segments are selected, companies need to evaluate each segment first. Of course, the company will choose the most attractive segments. After learning potential of each segment, the company then determines define a segment that will be served.

Target (targeting) is to choose one or more segments of the market to be penetrated or how to optimize a company's market and in determining the company's target market must use the concept of priority, the variability and flexibility.

#### **Positioning**

Positioning is by means of identifying, developing, and communications excellence that is distinctive and unique. Thus, the company's products and services are perceived to be superior and special (distinctive) as compared to the products and services of a competitor in consumer perception.

The success of positioning is determined by the ability of a company to differentiating or providing superior value to customers. Superior value is formed from several components. While positioning the key to success lies in the perception that is created from the perception of the company itself, the perception of the company against a competitor, customer perception of the company.

**Research Methods**

This research is a quantitative research, focused marketing strategy effectiveness by using the theory of STP (Segmentation, Targeting, positioning). The population in the study is the overall silversmith listed in silver centers in the Mangala district and Makassar City, a total of 43 artisans. By using saturation sampling technique (census), in which all members of the population sampled, then the number of samples in this study were 43 people.

Scoring of the respondents replied, using a Likert scale, with alternative answers using a scale of 1-5. The data interval were then analyzed using multiple linear regression model with the application of statistical program SPSS version 22.0.

**Results and Discussion**

ased on testing by using multiple regression analysis on the independent variable (market segmentation, target market and market position) with the dependent variable (marketing effectiveness) showed the following results

$$Y = 0,343 + 0,453 X_1 + 0,473 X_2 + 0,083 X_3$$

t hitung = (3,682) (2,355) (0,408)

t tabel = (1,960) (1,960) (1,960)

F hitung = 33,962                      R = 0,786

F tabel = 3,00                              R<sup>2</sup> = 0,618

Calculation t- test showed that the variables of market segmentation showed 3.682, this number is greater than t table of 1.960, with a significance (p value = 0.000). Based on the analysis above, it can be concluded that there is a positive and significant impact segmentation marketing. variable on marketing effectiveness.

Calculation of t-test showed that the variables of the target market indicates the number 2,355, this figure is greater than the value t table of 1.960 with significance (p value = 0.022). Based on the analysis above, it can be concluded that there.



Calculation of t-test showed that the variables of the target market indicates the number 2,355, this figure is greater than the value t table of 1.960 with significance (p value = 0.022). Based on the analysis above, it can be concluded that there is a positive and significant impact target market variable on the marketing effectiveness.

Calculation of t-test showed 0.408, these figures show is smaller than t table of 1.960 with significance (p value = 0.684) greater than 0.05. Based on the analysis above, it can be concluded that there is a positive and significant impact on the market position of marketing effectiveness.

The calculation of F test was conducted to see the effect between variables together (simultaneously) with a confidence level of 95% ( $\alpha = 5\%$ ) with F table showing the numbers 3,00, whereas based on the calculation results obtained F count equal to 33.962. Therefore F count larger than F table, it can be concluded that the variables of market segmentation, target market and market position simultaneously positive and significant impact on the effectiveness of marketing silver.

Based on the results obtained by the correlation calculation correlation coefficient (R) of 0.786, this shows that there is a positive and powerful influence between the variables of market segmentation, target market and market positioning of the marketing effectiveness of silver.

### **Conclusion**

Marketing effectiveness by using the theory of STP enables companies to focus on allocating resources. Segmentation allows companies to get a clearer picture of the map of the competition and to determine the company's market position.

Segmentation is accompanied by a selection of target market will provide guidance in determining positioning. Segmentation is a key factor to beat the competition, with a look at the market from a unique angle and a different way than the competitors.

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